

# THE **Quill**

**A MAGAZINE FOR  
WRITERS, EDITORS,  
AND PUBLISHERS**

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After I Covered the Waterfront

By Max Miller

Before You Buy a Paper —

By Edwin W. Dean

Men Who Cover Washington

By Leslie Erhardt

Why We Organized!

By Robert Bordner

The Future of the Country Press

By Justus F. Craemer

Sigma Delta Chi's 18th Convention

By Albert W. Bates

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**October 1933**

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# THE QUILL

A Magazine for Writers, Editors and Publishers

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## AT DEADLINE

By R. L. P.

WHETHER you join an editorial association or not, you probably are interested in what other men are doing in that regard. So, we asked one of the members of the executive committee of the Cleveland Editorial Employees' Association to tell you what they have done and why. Robert Bordner, art editor, of the *Cleveland Press*, tells the story.

It gives us a lot of pleasure to present Max Miller this month in an interesting revelation of the manner in which he laid the foundation for the literary structure he is building so well.

There's some good advice from Edwin W. Dean regarding things to watch and observe before buying that small-town paper you've wanted; Leslie Erhardt continues his interesting series on journalistic Washington; Albert W. Bates, executive secretary of Sigma Delta Chi, professional journalistic fraternity, tells you of plans for the approaching convention of that organization, and there are the usual departments and smaller articles.

REGARDLESS of the outcome of the newspaper code hearings in Washington, I feel that the interest of newspapermen in forming organizations for mutual benefit and protection will grow instead of slacken as time goes on.

It isn't so much that they want to organize—they see too much of other organizations with their bickering, petty quarrels and jealousies, for that—but because the changing conditions likely will demand it.

Editorial workers have gone along for years on an individualistic basis. Because they didn't squawk when imposed upon; because of their keen interest in their work and spirit of loyalty and responsibility to the papers they serve, they have not shared as fully in the material side of newspaper work as they might have in times gone by. Their salaries did not soar during the prosperity era, yet they bore the brunt when the depression struck the newspapers.

It was easier to cut the editorial staff, both in personnel and pay, than to trim the wages and salaries of those belonging to unions or working under contract. And in a lot of instances, cuts given editorial workers in depression months have not been re-

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# After I Covered the Waterfront

By MAX MILLER

**T**HE more I thought about your request for me to write an article for *THE QUILL*, giving my suggestions for writing, the more stage-struck I became about the whole thing. Self-conscious would be even a more honest way of putting it, perhaps.

All I can say, and still remain within the bounds of honesty, is a brief description of the way I have worked through the years. And this description may not be a bit of help to anyone else, and may, in fact, be downright injurious. I do not know.

But I do know that I have not obeyed to the letter any instructions given me in books on writing or in talks by writers. These instructions, I find, are damnably contradictory. Yet ever since I was on papers (and I have been on them since the beginning of the world, it seems) not once did I surrender to the thought that at night after being all day in the office I was too tired to work for myself.

**O**FTEN I was too tired, to be sure, and my copy for myself at home showed this. The copy was useless. But if I should admit being too tired when still in my twenties, how much more tired would I be when in my thirties and forties? Such reasoning seemed reasonable, and I had no hopes of ever inheriting enough money to lay off for a year "just to write."

No such chance ever would arrive, and no such chance ever did arrive, and if when still young I did not write myself out of the necessity of covering the same beat all my life, I soon would have been thrown into that vicious circle of being too tired at the office and too tired at home. It was a case of do or die, then the next night do or die again, then the next night do or die all over once more.

This attitude may account in part for the brevity of the sentences in my three books, "I Cover the Waterfront," "He Went Away for a



Max Miller

While," and "The Beginning of a Mortal." (This latter is coming out in November.) The brevity or simple phrases, or whatever you want to call it, is not due to a deliberate manner on

**A**FTER Max Miller had spent the day and perhaps a part of the night covering the waterfront for his paper, the San Diego (Calif.) Sun, he went to his home and pegged away for himself, sentence by sentence, phrase by phrase, paragraph by paragraph.

Those of you who have read "I Cover the Waterfront" and "He Went Away for a While" know the result, know why his work has received the acclaim it has.

We asked Max Miller to write an article for *The Quill*, giving some pointers on writing and telling how he passed the publisher's door. He sent a three-page letter explaining why he couldn't write such an article. The letter was so interesting and revealed so much concerning Max Miller and his work, that we asked his permission to use the letter as an article. He had written the very article we had hoped he would.

He consented to let us share the letter with you and we believe you will find his remarks about outside writing, style and methods fully as interesting as we did.

my part as much as the fact that at the end of the day I was just simply too "all in" to add flourishes.

This type of writing was used by me for so long during the years of my practice night work that now, when I do have more time, I can not write differently. An adjective became just so much more added effort, and so by necessity I learned to do without them. My sole purpose was to learn to write what I had to say as soon as possible that I might obtain some sleep before the next day's grind on the beat.

**T**HE quantity of words put down on paper each night did not mean a thing to me, either. If a thought or story was finished, then I was finished, too. This system of some writers forcing themselves to turn out three copy sheets a night or six copy sheets is a system I know nothing about. It may be the best system, but in my own case it was useless. For, even a drunken man can mumble for an hour, and still not make sense. So, perhaps, a tired reporter could do the same. I know I could. When my own interest stopped in what I was writing, I stopped, too. This was to save me from mumbling.

You asked if I were on a newspaper now, and I am not. After 15 years of it, more or less, I found myself becoming an old man while still not yet thirty. All excitement had vanished

from the work, at least temporarily. The year off may be ruinous. I can not say. Nor can I say exactly where or how I could put my finger on another newspaper job right now, if I did go after it. But the chance is one I had to take.

But this is certain: I always wanted to experience the sensation of having to do nothing all day beyond writing and thinking of writing. I wanted to know how "it felt." The feeling is a vagueness, but rather a pleasant vagueness.

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# Before You Buy a Paper—

By EDWIN W. DEAN

Editor and Publisher,  
The Seymour (Iowa) Herald

**J**UST a little more than a year ago, I was in the position of many newspaper men—jobless. After spending three years on the city desk of a daily newspaper, I returned to college in June, 1931, confident that the depression was about ended and that jobs would be had for the asking upon my graduation a year later.

With my sheepskin in my hand, I faced an uninterested world on March 18, 1932. Forced to create my own job, I purchased a weekly newspaper. My experiences have been interesting, amusing, and at times costly, especially as the first weekly newspaper I ever saw completely produced was my own.

The things I discovered in buying a weekly may prove valuable to others contemplating the same thing.

**T**HERE is a basic rule, in valuing a newspaper, that any plant is worth its annual gross business with additions or subtractions for various local condition. Most good papers can not now be bought at this valuation.

The reason is the drastic decline of gross business of all weeklies in the past three years. Taking 1927, 1928 and 1929 averaged as 100 per cent, the gross business of several Iowa weeklies on which I have secured figures, including my own, show that business was 90 per cent of normal in 1930, 75 per cent normal in 1931, 60 per cent normal in 1932 and 40 per cent normal so far in 1933.

A peculiar phase of the average weekly gross business in Iowa is that for the first years of the depression the big drop was in advertising and circulation income with only a minor drop in job printing.

During the last months of 1932 and so far in 1933, on the newspapers with which I am familiar, advertising volume is up (comparatively) and job printing is down. Subscriptions are harder and harder to get.

A question frequently asked is how large a circulation list should a paper have? Roughly, I have found, a good paper should have a subscription list equal to the population of the city in which it is published, although this rule does not necessarily hold true.

**O**NE of the important parts of any weekly is its plant. Good type is essential to good printing. A good

**T**HINKING of buying a paper—of becoming your own boss?

Then read this article by Edwin W. Dean, young editor and publisher of the Seymour (Iowa) Herald, in which he gives you pointers and advice gleaned from his experiences as a publisher.

Before entering upon his publishing venture, Mr. Dean had daily newspaper experience, consisting of three years as city editor, and two years and summers while in college as campus and relief reporter on the Ames (Iowa) Daily Tribune-Times.

criterion of any plant's prosperity is its type faces. A plant that has no new faces, in most cases, is a plant that has not been prosperous. Absence of the newer faces will be a handicap in securing job printing. The better advertising display types also help in securing results through the newspaper.

The linotype can often be the weak point in a shop's mechanical equipment. Something to look for includes plenty of mats and spacebands, and be sure the melting equipment is in good condition. It costs considerable to repair an electric linotype melting pot in which a few of the elements are burned out.

Mats which are "chewed up," allowing characters to drop below the line, may indicate the need of costly repairs on the machine itself. A large number of new mats in the machine may mean that the seller has bought the mats to hide the fact that major repairs are needed, although the machine temporarily will turn out good work.

Every plant should have a caster and melting furnace. A large caster is usually a sign of a business which is prosperous as the necessity for casting large mats usually means large ads. A small caster is a source of continual annoyance.

Beware of a cutter less than 22 inches in blade width. Papers come, in many cases, 17 by 22 inches and your cutter should handle at least the 22-inch size stock. Having paper cut at the wholesale house to fit a small cutter runs into money.

**P**RESSES should be examined for the quality of work turned out, condition of rollers and sizes. Most small shops should have two jobbers, the usual sizes being a 9 by 12 and a 12 by 18 for regular classes of work.

The subscription list is extremely important. Prospective buyers should go cautiously where a campaign has been conducted recently, or where rates are too low or have been drastically reduced on special offers in order to get subscribers. Subscriptions should bring at least \$1.50 per year on a good paper, preferably \$2.00. Rate cutting for short periods is not as serious now as it was several years ago as renewals are hard to get at present.

Examine the list to see whether delinquents are carried. A clean list should contain not over 20 per cent in arrears and none over six months delinquent. Back subscriptions are hard to get and often an attempt to collect means loss of a subscriber.

Advertising should be studied for this is a key source of income. Some towns are good advertising towns, others are not. A town with a great number of merchants not represented in the paper for weeks at a time, has a clear "block" sign for the prospective purchaser. It is hard work to get non-advertisers to spend money, especially under present conditions.

Another thing to watch out for is cut-rate or trade ads. A series of big furniture or clothing ads from a neighboring city usually indicates a trade proposition that is bad. Tire advertising now is released on a 50-50 basis, the company and dealer each sharing half the cost. Check to see whether the paper is getting the dealer's half. Often these are half-price ads paid for entirely by the company.

**T**HERE are certain dealerships which mean money to the newspaper in any community. A full Chevrolet dealership means consistent ad-

vertising. Be sure it is a full dealership and not an associate. Goodyear tires, Firestone tires, Maytag washers (Middle West), Philco radio, Majestic radio and all automobile agencies are good criteria. The tire and radio advertising is now 50-50, while the Maytag and other washer advertising is usually paid in full by the manufacturer.

Beware of aspirin, cough syrup and "patent medicine" advertising. It is usually a trade proposition, the paper getting its pay in a mat and news service. Some papers are now running a series of advertising for an "unknown" line of cosmetics. Watch for this, as these and similar campaigns are trade propositions.

To check on ads with which you are not familiar, compare with a few good papers of the same date to see whether they had the same ad.

A good newspaper town usually has a public service company which is a good advertiser. Most large utilities will advertise almost every week, taking up most of the power cost, or even more, in advertising each month.

Another thing to check is the price of advertising. A newspaper which cuts rates (except under long-time contracts) is to be avoided. The rates for advertising roughly should be not less than 20 cents for 500 circulation, 25 cents for 1,000, 30 cents for 1,500 and on up, adding five cents for each 500 circulation. National rates should be higher.

**N**EXT to advertising, the best source of income is job printing. In normal times in an average town, the job printing should total about half of the advertising revenue. In the past few months, job printing has dropped considerably below this ratio.

Job-printing prices should be checked by those contemplating buying a plant. Roughly, job stock purchases should equal not more than one-fourth of the total job printing done over a period of months, although varying considerably on individual jobs. If the percentage gets higher than this it means that prices are too low on job work, although some highly successful shops have a higher percentage thereby getting volume.

In the ordinary country print shop, job printing mainly originates in the community of publication. With the present competition in the industry, except in cases of specialization, it is not wise to depend on getting any considerable business except from your own community and your share of the county work.

If one newspaper starts going into another territory and cutting rates to get work, the result is usually a price war which loses both papers money.

Always buy under the law which in Iowa is called the "bulk sales law" and in other states goes under various other titles. This law protects you against being held liable for any debts, against the paper unpaid by the seller.

Have an attorney handle the papers. The cost will be a good investment.

**I**F there is an advertising mat service, be sure there is no contract calling for a long-term subscription on which the paper received a saw, caster or some other equipment. If there is, make the seller clear it up.

Usually the buyer must pay up the prepaid insurance on the plant he buys. He can get his money for this by making the seller pay taxes up to date. (Taxes are payable a year after they are assessed. Taxes paid this year are last year's taxes.) It is also wise to check the annual tax and insurance bills.

For papers which depend for a considerable portion of their revenue on legals, there are three things the prospective buyer must do. First, secure from the secretary of state a copy of the state legal publication laws and study them. Second, find out the number of attorneys in the city. This is important. Attorneys usually are in the habit of putting all legal notices from their practice into their "hometown" paper. If there is a dearth of attorneys it will be necessary to depend on out-of-town attorneys doing business in your county for most of your legals. This is often hard, especially if the clerk of the court and the sheriff happen to come from some other point in the county.

If the state in which you happen to

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# The Future of the Country Press

By JUSTUS F. CRAEMER

Past-President, National Editorial Association

**T**HE future of the country press is the future of the country people to which it is indigenous.

The small town and the rural community may pass away in a new order and with them may pass the small-town doctor, the small-town lawyer, the small-town preacher and the small-town editor. The country may become metropolitan. I do not think it will.

In the vast movement of rural population to the cities, a distinguishing feature of the industrial advance of the present century, it would have been reasonable to expect a weakening in the financial structure of the country press, a decadence in its influence. On the contrary, the industrial era brought new strength to the coun-

try paper, found it increasing in financial independence and importance as a national institution. It proved its enduring quality by standing the stress of the depression as well as any business in the country.

The reason for the development of the country press is obvious. On the whole, it commanded the confidence of its readers and business found it a profitable medium for advertising. There is nothing to indicate that it is losing that confidence and there is much to indicate that it has increased in prestige. It need only be pointed out that law has greater authority in the country than in the metropolis to prove that the country press is bearing a fair share of public responsibility.

H. L. Mencken's strictures on the small-town press are not particularly disturbing. Neither the peasantry nor their institutions have ever been in favor with Mr. Mencken. He suffers, unhappily, from the most contemptible weakness to which writers are subject—he is an intellectual snob. Not without admirable qualities, this snobbery leads him into the common error of snob-slavish imitation of the great.

I believe that the country press is a growing institution that is serving in its sphere about as usefully as any other national institution. It has been formed out of the needs and ideals of a people in whom I have confidence and it will continue to develop, incident to a national culture not without significance to the world.



# Why We Organized!

By ROBERT BORDNER

Art Editor, the Cleveland Press,  
Member, Executive Committee, C. E. E. A.

**W**HEN President Roosevelt announced his blanket code, which suggested that working people of all classes were to be encouraged to bargain collectively for their share in recovery, newspapermen began considering their lot.

Editorial workers, along with most of their kind in the white-collar and professional fields, had held aloof from organization for mutual economic advancement. We had left it to the manual workers and to capital to organize. They did. It was effective.

We woke to the fact that the organized mechanical departments of our newspapers had been able to prevent their wages being cut violently during the depression. We knew that smaller dividends, along with past profits stored up, enabled newspaper owners generally to avoid slashing their standards of living very much.

And here we were—in the middle. The grinding of the upper and the lower millstones had us in between. We, the unorganized, had taken the cuts and seen our fellows fired to save the budget.

**T**HEN came the newspaper owners with a proposed code for NRA approval. We looked it over. We were left out in the cold. The government's plans for increasing employment by cutting hours, and of increasing purchasing power by protecting pay was nullified by provisions in the publishers' code. With inflation in the offing and prices rising we could see our sharply reduced salaries buying less and less. We had to act.

Then the editor of the *Press* announced that he intended to interpret the proposed code liberally, to cut the 48-hour week to 40 for the entire staff, to give us one day a week off without reduction in pay. He is a swell editor.

But happy as we found our position, we found that of other newspapermen deplorable. The code was not being interpreted liberally for them. Reports began coming that showed we were almost alone in our well-being. Other newspaper editors had not been so liberal.

**T**HAT left us in the sound position of not asking anything for ourselves when we decided to assume

**N**EWSPAPERMEN are interested in editorial organizations as never before. Reports from various sections of the country indicate their desire and intention to form organizations for mutual benefit.

Since the birth of the movement occurred in Cleveland, we believed you would be interested in a statement from one of the members of the executive committee of the Cleveland Editorial Employees' Association telling how and why the association was formed.

Robert Bordner, art editor of the Cleveland Press, sets forth those points briefly and well in the accompanying article.

The Cleveland Editorial Employees' Association is made up of editorial employees of the Cleveland Press and the Cleveland News. The editorial employees of the Cleveland Plain Dealer have formed a separate organization.

leadership in a movement to guarantee to all newspaper men the benefits of NIRA.

A mass meeting of Cleveland newspapermen was called. More than a hundred responded. We voted to form the Cleveland Editorial Employees' Association in order to get a voice at Washington at the hearing on the final newspaper publishers' code.

The vote was unanimous. We were amazed that the hardened lethargy of any group in the white-collar class should produce such a demand for organization. We had flicked the rock with only a switch. It was not a trickle we got, but a geyser.

Newspapermen in Cincinnati, Akron, Youngstown, Toledo, Rockford, Ill., wrote and wired us for steering in organizing. We got encouragement from New York and Washington. It was obvious that a union, not a group for an annual picnic, was being

demanding. We drew our own constitution on the terms of a union.

Then we had to get busy with the immediate task of analyzing the proposed publishers' code, drawing up our brief, applying for hearing, gathering funds to send our president, Lloyd White, and a lawyer to Washington. Committees were named to organize the editorial departments of all of the newspapers in the city and allied services such as syndicates.

Garland Ashcraft, one of the prime movers, and others of the executive committee were called to other cities by urgent pleas of newspapermen wanting help in organizing.

**T**HAT is about where we are today, violently busy and just beginning to delegate some of the work to committees to handle. Meanwhile, there are many things to be done. These are the things we hope to accomplish.

First we must set up a vertical form of organization for all newspaper workers. Most of us seem set against affiliation with the American Federation of Labor. We don't like its leadership. We don't like the jurisdictional disputes between the crafts that have marred the Federation's form of unionism.

We don't like the picture of one group of workmen cutting the throats of another group as happens when workers are organized in these narrow craft unions, each seeking its own advantage exclusively.

So we hope to get up soon a Cleveland Newspaper Workers Association in which the Editorial Employees' Association will play the leading part. We hope to see the advertising departments, the business departments and the circulation departments of all the newspapers organized in somewhat the fashion we are. Any or all of these then can be taken into the general Cleveland Newspaper Workers' Association. That is, there will be a place in that organization for every person who works for a newspaper or allied business, all the way from the newsboys up to, but not including, the managing editors and editors-in-chief.

Such an organization will give the

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# Men Who Cover Washington

By LESLIE ERHARDT

Associate Editor,  
Congressional Intelligence, Inc.

**S**PECIAL and "by-line" writers in Washington run into the dozens and any discussion of them must limit itself to general terms and the selection of a few by way of examples.

This selection readily limits itself to writers who have a national rather than a strictly local following. That is not to say that writers for local areas are less able (the writer personally feels that they have among their number some of the best newspapermen in the National City) but a line of demarcation must be drawn and the national basis suits the present purpose.

A representative list of nationally known newsmen logically falls into two groups: the young men recently come to the fore, and the commentators of long standing.

**I**N several instances, the young men have sprung into national attention because of their delving into and disclosing the "news behind the news." This is particularly true of Paul Mallon, whose syndicated column is read from coast to coast, and of Drew Pearson and Robert S. Allen, whose daily "Washington Merry-Go-Round" has gained a national following.

To some extent this also is true of Ray T. Tucker, Scripps-Howard newsmen, who now writes for *Collier's*, but, as in the case of Pearson and Allen, his national repute arises in part from books in which he has had a hand: "Sons of the Wild Jackass" (in collaboration with Frederick R. Barkley, of the *Baltimore Evening Sun*) and "Mirrors of 1932," written anonymously but Tucker's own work.

On the other hand, Paul Y. Anderson's standing comes not so much from a revelation of the "news behind the news" as a faculty for fearless statement on national issues and attack on public personalities in instances where he believes the interests of the public are not being safeguarded or properly served. His articles in the *Nation* have a wide reading public.

Raymond Clapper, head of the United Press bureau in Washington, is an increasingly popular contributor to the major magazines.

**A**NOTHER young man, William L. Bruckart, known in Washington as the best informed newsmen on the

treasury and national finances, writer of a business column for the *Philadelphia Public Ledger*, is gaining a nation-wide and rapidly growing audience in a column syndicated among several thousand weeklies of the country. The column relates itself to general rather than fiscal information, however. Bruckart has a background of United Press and Associated Press training, and was treasury and Senate expert for the *United States Daily*. His weekly field venture is assuming amazing proportions.

To mention something more of the background of the other young men, Mallon gained his first national attention, outside of his signed articles for the United Press, back in 1929 when he revealed two secret roll calls of the Senate, one on the nomination of Roy O. West as Secretary of the Interior and the other on the nomination of Irvine L. Lenroot to be a customs judge. The Senate made a great fuss over the Lenroot disclosure and put Mallon, to no avail, on the racks of its Rules Committee. He immediately became a national figure. Mallon's capacity to get any information he sets

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**M**EET, in the accompanying article, some of the men who are covering the National City in these times of tremendous activity. Learn something of the things they have done that make them stand out.

Leslie Erhardt, associate editor of Congressional Intelligence, Inc., an informational service, who represented the United States Daily in the Senate Press Gallery for four years, acts as your guide in this second of a series of articles taking you behind the Washington date line.

In succeeding articles, he will tell you more about the men mentioned briefly here, discuss their work and that of other writers in Washington, reveal some of the experiences that befall a Washington scribe and impart additional sidelights on Capital journalism.

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his mind to have been capitalized by the syndicates and his column generally is accredited as the strongest of its kind coming out of Washington.

**W**HEN the anonymous "Washington Merry-Go-Round" came out, "Bob" Allen was launched on a national career through his dramatic dismissal by the *Christian Science Monitor* as one of the purported authors of the book. His articles were grabbed up readily by the magazines and his column with Pearson is adding daily to his following. Pearson likewise suffered a stroke of fortune when the *Baltimore Sun* "fired" him because of his purported connection with the second volume, "More Merry-Go-Round." His magazine articles and his column work have been excellent.

Tucker's part in the "Sons of the Wild Jackass" had a different turning. He did not lose his post with the Scripps-Howard papers, but he wrote a manuscript just the opposite of what the publisher desired. The publisher had wanted a depiction of the "Wild Jackass" Senators that would reflect to the credit of George Higgins Moses, the Senator who created the famous expression, "Sons of the Wild Jackass." Tucker and Barkley glorified instead the so-called "Jackasses." Tucker's "Mirrors of 1932" was a lively discussion of the possible presidential candidates.

However, Tucker's reputation has its roots in part in "news-behind-the-news" work. His Scripps-Howard columns have told regularly the stories behind the actual news stories in the daily prints.

While Anderson writes his biting articles for the *Nation* regularly, his permanent connection in Washington is the *St. Louis Post-Dispatch*. He is an aggressive and ungloved correspondent and won a Pulitzer prize some years back for outstanding reportorial disclosures.

Clapper has done excellent work for the United Press, including the covering of the London Naval Conference. His magazine articles of the new deal read as interestingly as fiction.

**A**S to Washington commentators of long standing, there are five whose names are almost household

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Levere Memorial Temple, where convention sessions will be held.

**N**EWSPAPER, press association and magazine men from all sections of the country, together with journalism students and leaders in the field of journalistic education, will assemble in Evanston, Ill., October 13, 14 and 15, for the eighteenth convention of Sigma Delta Chi, professional journalistic fraternity.

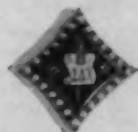
The fraternity is America's largest journalistic organization, having nearly 8,000 members.

Those attending the meeting will devote their attention to vital questions confronting the editorial and publishing fields today, to important decisions facing the fraternity and its place in modern and future journalism, and to visiting A Century of Progress Exposition.

Charles E. Snyder, editor, the Chicago *Daily Drovers Journal*, and national president of Sigma Delta Chi, will preside at the convention sessions in the Levere Memorial Temple, on the Northwestern University campus, and also at the convention banquet, to be held in the German-American Restaurant on the exposition grounds, with its singing waiters and band from Munich.

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# Sigma Delta Chi's 18th Convention



By ALBERT W. BATES

Executive Secretary,  
Sigma Delta Chi

**P**ROBABLY the most timely subject to be discussed at the convention will be the organization of editorial workers. Is such organization feasible or desirable?

If feasible and desirable, should the organization be along the lines of an American Institute of Journalists, or an association, society, guild or union? What will be the position of Sigma Delta Chi in the developments ahead?

Lloyd White, of the *Cleveland Press*, president of the Cleveland Editorial Employees' Association, will appear at the convention to discuss the formation, program and future of that and similar organizations, also to relate something of the proposals and demands made by Cleveland, New York and other editorial workers in Washington in connection with the A. N. P. A.'s proposed code for newspapers.

Frank Parker Stockbridge, editor, the *American Press*, and others also are expected to speak on this subject, their remarks to be followed by a discussion period.

**A**NOTHER vital topic to be discussed at the convention is the protection of newspaper confidences. Must the reporter or editor, on court order, reveal his sources of information? New Jersey and Maryland have led the union in legislation protecting newspaper confidences. Shall Sigma Delta Chi, through its alumni and active chapters, join the campaign for similar legislation in other states?

Prof. Frederick S. Siebert, of the University of Illinois, an authority on legislation affecting the press, will offer a resolution to the convention on this point.

A regimentation of public opinion

through propaganda, to an extent far beyond anything ever seen before in peace time, has occurred in connection with the administration of the National Industrial Recovery Act.

What is a sane editorial policy at such a time? What is a sound policy with respect to supporting the administration in undertakings that on merit may seem to deserve condemnation or criticism?

These and other phases of the question will be discussed by Marlen E. Pew, editor of *Editor & Publisher*, and national honorary president of Sigma Delta Chi, in an address entitled "Editorial Criticism as a Constructive Influence in Public Affairs."

**S**IGMA DELTA CHI has long maintained that careful, intelligent research is one of the foremost needs of American journalism. A start has been made in this direction, but only a start. What should be the program for the future and what part should the fraternity play?

Prof. Blair Converse, of Iowa State College, second vice-president of the fraternity; Prof. Ralph D. Casey, of the University of Minnesota, a member of the fraternity's executive council, and others will take up this important phase of the convention program.

Vigorous discussions of the profession and the fraternity, together with the opportunities offered in the various journalistic fields, will be presented at the convention by Lee A. White, of the *Detroit News*, past president of the fraternity; Eugene C. Pulliam, president of General Newspapers, Inc., one of the founders of Sigma Delta Chi; Douglas C. McMurtrie, director of typography, Ludlow Typo-





Charles E. Snyder  
National President

graph Company, Chicago, and nationally recognized authority on typography and the history of printing, and others. Prof. F. L. Mott, of the University of Iowa, will discuss the rating of college newspapers.

**F**REEDOM of the press will be the principal topic discussed at the convention banquet, with Carroll Binder, editorial assistant to Col. Frank Knox, publisher of the *Chicago Daily News*, as the featured speaker. His address is entitled "Why Freedom of the Press Matters!"

Mr. Binder, a graduate of Harvard, began his newspaper work as a reporter in 1919. He later became telegraph editor, then a special writer for the *Chicago Daily News*, most of his work being on sociological, industrial and political problems. He acted as a correspondent for the *News* in Italy from 1927-29; in Russia in 1929, in London in 1930 and 1931, and in 1931 returned to Chicago to assume his present position.

Carlton Guy, Hoosier humorist, will



Marlen E. Pew  
National Honorary President

take a lighter vein at the banquet table.

Other special features and speakers are being arranged by Floyd Arpan, president of the Northwestern Chapter of Sigma Delta Chi; Prof. William R. Slaughter, faculty adviser, and George A. Brandenburg, president of the Chicago alumni chapter of the fraternity, who is Chicago correspondent for *Editor & Publisher*.

**T**HE convention will open at 8:00 a. m., Friday, October 13, with a registration of delegates and visitors. The fee is \$5, taking care of the luncheons, banquet and other privileges. Delegates to the convention will be housed in fraternity houses and dormitories. Non-delegate stu-



Walter R. Humphrey  
First Vice President

dents, faculty and alumni members also will be housed there.

The convention will be called to order at 8:30 a. m., followed by the appointment of committees and other preliminary convention procedure. Following luncheon, the formal program will get under way with Lloyd White, Mr. Pulliam, Prof. Siebert, Prof. Mott and others as speakers.

There is no session of the convention Friday evening, that period being given over to visits to A Century of Progress.

The Saturday morning session will be devoted to committee reports and the remarks of Prof. Converse, Prof. Casey, Mr. McMurtrie, Mr. Pew and Lee White.

The convention will be adjourned at noon to permit those attending the convention an opportunity to attend the Stanford-Northwestern football game, one of the major intersectional tilts of the year, or visit further at the World's Fair.

A  
Panorama  
of  
A Century of  
Progress  
Exposition  
at  
Night



**S**ATURDAY evening's events begin with a model initiation ceremony at 6:00 p. m., followed at 7:00 p. m. by the convention banquet, in the German-American Building on the World's Fair Grounds, with Mr. Binder as the principal speaker.

Night sight-seeing at A Century of Progress Exposition will follow the banquet.

The convention will close Sunday morning with the final business session, giving a number of the delegates and visitors another opportunity of visiting the exposition before taking their departure from Chicago.

Special low price rates will be in effect for those attending the convention and fair. Following is a list of railroad rates that will be helpful to many in calculating their rail expense to and from Evanston:

	World's Fair Special Low Rate Round Trip Railroad Fares	Pullman Upper Berth Round Trip
Indianapolis	6.90	3.38
Berkeley	80.50	28.50
Boulder, Colo.	38.00	13.05
New York City	33.00	8.10
Des Moines	14.20	4.50
Iowa City	9.40	3.60
Lexington, Ky.	13.70	5.40
Milwaukee	3.40	1.50
St. Paul	15.70	4.50
Columbus	11.50	3.38
Pittsburgh	17.15	5.40
Dallas	37.80	12.60
Philadelphia	29.75	7.53
Seattle or Portland	77.75	28.50
Cleveland	12.55	3.38
Madison	5.15	3.60

Other meetings scheduled for Chicago about the same time as the Sigma Delta Chi convention are: National Interfraternity Conference, October 12-14; National Panhellenic Congress, October 12-14; National Scholastic Press Association, October 12-14; Employing Bookbinders of America, October 12-14; Tau Beta Pi Fraternity, October 12-14; Professional Interfraternity Conference, October 13-14; National Association of Insurance Agents, October 9-15; National Association of Journalism Advisers (High School Teachers); Inland Press Association, October 17-18; Audit Bureau of Circulations, October 19-20.

It should be pointed out that to see everything at A Century of Progress Exposition would consume a large sum in admission fees and a couple of months in sight-seeing.

One can get in at the gate for 50 cents, however, and 85 per cent of the \$25,000,000 exposition is available for that lone admission charge. If you expect to "shoot the works," come prepared for it; but you can see all you will have time or want to see, probably, by paying just the admission charge.

Those not desiring to be quartered

in fraternity houses or dormitories, or who are bringing their families to Chicago or Evanston should make their reservations direct with the hotels. The North Shore and the Orrington are Evanston's principal hotels. Ask for special rates for convention delegates.

Those wanting fraternity house or dormitory accommodations, also all those wanting reservations for the Stanford-Northwestern football game, should communicate with the national

headquarters of Sigma Delta Chi, 836 Exchange Avenue, Chicago.

This convention is the first since 1931, the 1932 convention having been called off because of the depression and banking crisis. It promises to be one of the most important in the fraternity's history, affording an unusual opportunity to witness the organization in action and also to attend one of the world's major expositions, A Century of Progress.

What a combination!

## Men Who Cover Washington

(Continued from page 7)

words, three of them having widened their popular acclaim by radio work. David Lawrence, Frederic William Wile, and William Hard are known to most radio listeners. Mark Sullivan is known chiefly to the reading public, but there known widely. Kirke L. Simpson is "The Washington Bystander," whose column is so widely circulated.

Lawrence has been and is an exceedingly prolific Washington writer as well as a radio commentator. He was for years with the Associated Press, is founder of a feature press association of his own, Consolidated Press Association, with a group of by-line writers, and is founder also of the *United States Daily*, now the *United States News*, a weekly. His analytical articles in the *Saturday Evening Post* on the Washington picture have considerably extended his national popularity.

Wile, long in Washington news circles, owes his national reputation in a large part to his broadcasting activities. Among the papers he represents in the National Capital are the *Evening Star* (Washington) and the *Japan Advertiser* (Tokyo).

Hard has done much of his broadcasting on the international situation, varying his residence between Washington and Geneva, Switzerland. He continues to write for the magazines and to attend gatherings of the nations. He was one of the Washington newspapermen on the inner circle early in the Hoover administration, but broke with the administration later.

**T**HE Washington writer who was on the inner circle under Hoover and who remained on the inner circle was Sullivan. He continues as a special writer for the New York *Herald Tribune* and its syndicate. His national standing has been greatly in-

creased by his volumes on "Our Times."

Simpson was the writer for the Associated Press who handled the series on the Unknown Soldier. The writing was done anonymously and requests for the identity of the man swamped the A. P. offices, until they were forced to send out a news story informing the reading public that the writer was Kirke L. Simpson. When the A. P. began its "by-line" and feature policy, Simpson became its chief and practically lone commentator on the Washington scene.

## Grads Land Jobs

Less than a month following their graduation, a third of the members of the senior class of the Henry W. Grady School of Journalism, University of Georgia, began work in the field of journalism. Others have been promised employment this fall.

A study of the occupations of University of Georgia graduates recently prepared by the *Georgia Alumni Record* shows that 73 per cent of the journalism alumni are profitably employed in various phases of journalism.

Of 84 persons who received the journalism degree between 1921 and 1931, 40 are in newspaper and advertising work, 16 are in related work, such as teaching English or journalism and supervising specialized publications, 2 are practicing law, and 3 are listed under miscellaneous. Seven of the women graduates have married and there are 16 other graduates of whom the alumni office does not have sufficient information to report.

In addition to those receiving the journalism degree, a number of university alumni who took courses in journalism in connection with other degrees are actively engaged in journalistic pursuits. Many of these alumni hold important executive positions.



## THE BOOK BEAT

Conducted by MITCHELL V. CHARNLEY

### TEACHERS PLEASE NOTE

**AROUND THE COPYDESK**, by George C. Bastian, Leland D. Case and R. E. Wolseley. The Macmillan Company, New York. 1933. \$2.25.

One of the jobs that every teacher tries and none succeeds at is preparing a textbook that will completely satisfy other teachers. It's a tough assignment, for every teacher has his own ideas and his own experience-equipment, and he's got to suit his teaching to these two elements.

With this basic qualification in mind, one may safely say that Mr. Case and Mr. Wolseley have produced a surprisingly useful copyreading manual. Based on Mr. Bastian's "Graded Exercises in News Editing" (1926), the collection of stories, heads, head schedules, and miscellaneous matter for copyreading practice has a lot of material in it that any teacher of the craft can employ as it is, or adapt to his needs. Even the individual who refuses to take anything from anybody else will find suggestions he can use.

The manual—loose-leaf, printed largely in typewriter type, 200 pages in bulk—provides practice material for just about every phase of the desk man's work. It is devised to supplement "Editing the Day's News," by Mr. Bastian and Mr. Case.—M. V. C.

### MORE BOB DAVIS YARNS

**ISLANDS FAR AND NEAR**, by Robert H. Davis. D. Appleton and Company, New York. 1933. \$2.50.

Bob Davis, New York *Sun* columnist, is not only a good story teller but a good reporter. He can tell what he sees and feels. And that's what makes this compilation of his *Sun* columns good, entertaining reading.

This volume in the author's series of travel books deals with unusual stories picked up by the traveler on islands of the globe which he's visited. There's one about the thrill of hunting wild bulls in Hawaii—there are several about the superstitions of the natives in those isles. There is one about a retired English army officer who is a nimrod beyond compare. There are stories about the Negroes of the Bermudas.

At times you have the feeling that Bob (it seems stilted to call this genial soul by his full name) is trying a little too hard to be literary. Some of his descriptions rankle a little. But he soon forgets that he's writing for pos-

terity and lapses into his beautiful newspaper-column style.—Lauren K. Soth, Iowa State College.

Of interest to newspaper executives who are installing or reorganizing reference facilities is the book on "Newspaper Reference Methods," by ROBERT W. DESMOND (Wisconsin '22), assistant professor of journalism at the University of Minnesota, recently published by the press of that university. Mr. Desmond, formerly a newspaper man, has studied for years the needs of the newspaper reference department, and he visited all the best newspaper libraries in the country before writing his book, which is arranged to serve both as a manual for the reference librarian and as a text for the student of journalism or library work. The author discusses the history, organization, cost, personnel, and administration of a newspaper reference department, and gives lists of books useful to every type of newspaper library, from the large city daily to the small country weekly.

## AS THEY VIEW IT

### Higher Standards Ahead?

THERE is a singularly excellent opportunity today to raise the standards of all newspapers. It is a great opportunity for those who are able to do it. In recent years the newspaper has shown that the public is interested in common problems; at no time has the public conscience been so aroused; the problem of the reader has become a problem of government and of all society. It is my opinion that a large body of readers today spend more time on editorials than they ever have, as well as on news of governmental affairs, of economics, of politics, of welfare, and of education. Intellectual and social problems have come to the front; that which is merely startling does not startle. The people are more interested in safety and taxes, in law enforcement and their pocketbooks, than they are in individual crimes or "freaks." The people are now mental debaters, and they are not so much taking sides as they are searching for that which will enlighten them on more than one side. By selection of news, fully as much can be done as by writing thoughts into editorials, though the latter procedure is important.—Arthur D. Weller, in the *Ohio Newspaper*.

## AT DEADLINE

By R. L. P.

(Continued from page 2)

stored in any part even though advertising revenue has been mounting recently.

Now comes a time of economic and social change. Collective bargaining is a part of that change. Someone has to speak for the editorial man—not in a spirit of antagonism, rebellion or radicalism, perhaps—but simply to point out that the editorial department *does* play a rather important part in the publishing picture after all.

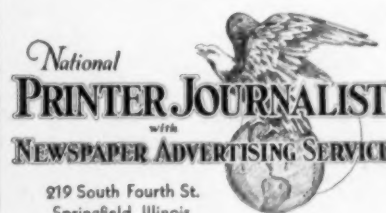
Somehow, I can't imagine a group of newspapermen conducting themselves as an ordinary union, picketing, etc. But I can picture them as something to be reckoned with once they were forced to bespeak themselves.

JOSEPH B. COWAN (Texas '29) editor of the San Saba (Tex.) *Star*, and Miss Mary Louise Gilliam of Fort Worth, were married recently at the home of the bride. Cowan taught journalism last year at Texas Christian University.

\*\*\*

JOSEPH K. RUKENBROD (Ohio State '31) is now telegraph editor of the Springfield (O.) *Daily News*. He formerly was court reporter for the same paper.

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## Why We Organized!

(Continued from page 6)

strength that is absolutely necessary if our own union is to prosper. As long as we avoid the A. F. of L. we must get our strength by vertical organization. This is much the sounder structure anyhow.

**T**HE next task then is to organize all these general local newspaper workers' associations horizontally into an American Newspaper Workers' Association.

Constitutions are being drawn, redrawn, considered and weighed for both the local vertical and the national horizontal unions. We are intent that they establish the framework for what we want. It is better to sweat now and have them right, than to hurry too much and leave the way open for possible racketeering leadership to develop as it has in so many of the craft unions.

By establishing the control in the mass at the base of the newspaper business pyramid, with interested direction from nearer the top, we hope to build the soundest labor movement in America.

That is no idle hope. If we accomplish it we will have done the thing of most importance fundamentally since the original federation of the craft unions. It will be of great social importance also as a pattern for white-collar and professional workers in all the other fields. These too have been fighting shy of craft unionism.

And most of all, it will be of great importance for us. We will be in a position to raise the standards of our craft, to benefit the public by better newspapering, to kill some of the terrible economic uncertainty that saps most editorial workers subconsciously. We will be able to attain to the dignity of a secure place in the social scheme.

**T**HE men behind this movement are all young, most of them in their early thirties or younger. Most of them are the new type of newspaperman, college trained, stable, solid citizens. The older type, itinerant and ne'er-do-well, already has passed from the picture.

Our president, Mr. White, was on the faculty at Case School of Applied Science before becoming labor editor for the *Press*. The eight other men on the executive committee are all college trained.

It is such background that provided the broad view of our movement and saved it from the purely self-seeking

attitude of organizations we might have used for pattern.

Thus you have a general résumé of what we are doing and why we are doing it. Needless to say we need advice and aid from every quarter. We have taken in our own office boys, stenographers, telephone operators—everybody on the editorial payroll—in order to profit from their points of view—and their powerful loyalty.

On such broad bases we found our high hopes of a really significant labor organization—one that will benefit our fellow workers anywhere in the newspaper business, the communities we live in, and ourselves.

If this sounds a little highfalutin', remember we are still in the throes of organization. Only by hitching our wagon high can we muster the drive and enthusiasm necessary to the tremendous task. It takes something to stir newspapermen as we are seeing them stirred today.

Wish us well.

## Before You Buy a Paper—

(Continued from page 5)

be buying has official papers based on circulation, check at the county court house for any disputes about naming official papers in years past and if there was a dispute, check the circulation of the disputing papers.

Should your paper be in a state where the board proceedings are divided among the papers or the official papers are rotated by agreement among the papers themselves, find out what this agreement is and how it will effect the income from legals.

**A**FTER you buy, beware of the itinerant salesman with a scheme for putting out a cookbook or putting on some advertising stunt in your town. Insist on cash payments. Bids on cookbooks and such work usually are losing propositions as the itinerant cares not the least where he has it done but will get bids from everywhere using one bid to lower the next. Whoever gets the job, usually makes little, if any, profit.

The most common question from those unfamiliar with the weekly field is as to the amount of capital needed. Good papers now can be bought for as little as \$2,000 down. Unless the prospective buyer is able to do a part

of the mechanical work himself, it is best that he does not consider a paper which is grossing less than \$500 per month. Such papers now can be found which are available at between six and eight thousand dollars. A paper grossing \$500 per month or better, under present conditions, will, with good management, be a profitable investment and provide the buyer with a good living in return for HARD work.

A good criterion of the popularity of a newspaper is the volume of want ads carried.

In closing the deal for a paper do not be in too big a hurry. Spend at least a month investigating.

## LETTERS TO THE EDITOR

GLAD YOU LIKED IT!

TO THE EDITOR:

My vote swings with the August *QUILL*! From Manchuria to Emporia is a long hop, and I enjoyed it more than any magazine trip I have taken in months.

Edward Hunter concludes "the full story of that fight would take too long to tell." I'm only one of thousands, I'm sure, who will listen eagerly if he will take the time to tell it. Those stories behind the big stories bring a vicarious thrill to us poor devils shackled to desks or routine small-town beats.

The William Allen White biography was a close second. Nothing succeeds like the story of success, to paraphrase the old axiom.

Sincerely,

JIM HUTCHESON,

Editorial Department,

The Walla Walla Daily Bulletin.

(Editor's Note—We'll try to persuade Mr. Hunter to send some adds to that swell yarn of his.)

• • •

THE EDITORIALS ARE READ!

TO THE EDITOR:

I am greatly surprised to read your "As We View It" condemnation of the Democratic machine which turns out "deserving" Republicans to make room for equally "deserving" Democrats.

I heartily agree with you that to throw a man out because he is of opposite political faith is ridiculous. But this agreement does not, by any means, extend to your position that the Press should forthwith make war on the Democrats.

You observe that in many cases men have held jobs for a quarter of a century. Now the Democrats come along and throw them out. Terrible.

You might stop to consider that the men who have held these jobs for a quarter of a century got them when the Republicans last threw out the Democrats. Does that entitle them to keep them forever? Or to howl about the Dems trying to do as much for their own brood?

Were you to advocate civil service for ALL these posts, to forever end this practice of kicking men into and out of jobs, I would thump you on the back and say you were a fine fellow. But when you contend that it is okay for Republicans to hand out political jobs and treason for the Democrats to try the same thing, I do no thumping and say you are a Republican. So am I, but I can at least be fair about the matter.

Fraternally,

WILLIAM E. GOLD,  
Daily News, Springfield, Ohio.

(EDITOR'S NOTE: Better read the editorial again, Mr. Gold. True, *THE QUILL* was lamenting the summary dismissal of capable men from public office. But it was not the fact they were Republicans that bothered us so much, as that they were capable and efficient. You will note that we pointed out the danger to the Democratic party in poor appointments, saying: "Whether these positions are being filled by capable and trustworthy persons or by mere political job seekers is a question of greatest importance to the nation, the press and the Democratic party itself." Glad to have your reaction and comment, however. Come again.)



# WHO «» WHAT «» WHERE

HARRY W. DECK (Wisconsin '32) recently has been appointed secretary to Congressman Kent E. Kellar, of Illinois.

PAUL V. McNUTT (Indiana Associate), governor of Indiana, has appointed WILLIAM F. CRONIN, editor of the *Terre Haute (Ind.) Tribune*, to the board of trustees of Indiana State Teachers' College at Terre Haute.

JOHN B. POWELL (Missouri '10), publisher of the *Shanghai (China) China Weekly Review* and Far Eastern correspondent of the *Chicago Tribune*, is sending his daughter, MARTHA BATES POWELL, to the University of Missouri this fall. She will enroll in the School of Journalism.

GEORGE SAKAMAKI (Wisconsin '27) has been appointed city editor of the *Manchuria Daily News* at Dairen, Manchuria. He was night editor of the *Honolulu (T. H.) Star Bulletin* until last December, when he resigned to go to the *Manchuria Daily News*.

M. V. ATWOOD (Cornell '10), associate editor of the *Gannett Newspapers*, left Rochester recently to spend a brief vacation at the Finger Lakes. He has recently represented the Executive Council of Sigma Delta Chi in its relations with the Syracuse University active chapter, and will continue as national fraternity representative in the fall.

WILLIAM J. KELLY (Columbia '31) capitol hill correspondent for International

News Service in Harrisburg, Pa., and Miss Patricia V. Dorn, of New York, a musical comedy actress, were married in New York, August 2. They will reside in Harrisburg.

H. L. WILLIAMSON (Illinois Associate), publisher of *National Printer-Journalist*, Springfield, Ill., and former Illinois state superintendent of printing, is recovering from injuries suffered July 6 when his automobile plunged from a road and crashed over a retaining wall.

K. D. PULCIPHER (Illinois '18), former editor of the *Pennsylvania News*, organ of the Pennsylvania Railroad, has been appointed publications manager of the Colonial Press, Philadelphia, fraternity magazine printers. He is grand editor of the *Shield and Diamond* of Pi Kappa Alpha and vice-president of the College Fraternity Editors Association.

PERRY L. TEWALT (Butler '30) has been named Washington correspondent for the *Wall Street Journal* after serving for two years on the staff.

EVAN WALKER (Butler '30) has been appointed assistant to President Walter S. Athearn of Butler University, having charge of all publications.

JOE THOMAS (Butler '31), formerly sports and political writer for the *Vincennes (Ind.) Times*, has been appointed publicity director at Butler University, replacing Walker.

JAMES B. HATCHER (Wisconsin '27) is now with the *Japan Times* in Tokyo.

WALLACE WITMER (Grinnell '27), manager of *Arkansas Dailies, Inc.*, publishers' representatives, Memphis, Tenn., and Mrs. Witmer are the parents of an 8-pound daughter, Vallie Jo Witmer, born July 16.

THEODORE G. THRESS (Ohio State '31) has been appointed editor-in-chief of the *Wheeling (W. Va.) News-Tides*, a tabloid newspaper.

ROY R. (DICK) RUBOTTOM, JR. (Southern Methodist '33) has been appointed full-time traveling secretary for the Lambda Chi Alpha fraternity, representing the national officers in the administration of the fraternity's eighty-two undergraduate chapters. He assumed his new duties at the Lambda Chi Alpha convention in Chicago in August and is now traveling out of the fraternity's executive offices at 701 Circle Tower, Indianapolis, Ind. An honor student, Rubottom earned his way through Southern Methodist University by winning scholarships and reporting for Dallas newspapers. He is

a former president of the Southern Methodist Chapter of Sigma Delta Chi, professional journalistic fraternity, and twice represented that chapter as delegate to the national convention. He replaces REUBEN C. YOUNGQUIST (Washington '28) who will begin the study of law at the University of Washington this fall.

Announcement was made recently of the marriage of Miss Helen M. Welch, of Niagara Falls, N. Y., and EUGENE H. GUTEKUNST (Michigan '27) Niagara Falls bureau manager for the *Buffalo (N. Y.) Courier-Express*. Mr. and Mrs. Gutekunst are making their home at 505 Walnut Avenue, Niagara Falls.

WAYNE GARD (Grinnell Associate) has joined the editorial staff of the *Dallas (Tex.) News*. His new residence address is 3215 Drexel Drive, Dallas.

*Hoosier Sports-Week*, a weekly tabloid newspaper devoted to Indiana sports, has been announced by organizers of a company consisting of PAUL F. ELLIS, editor and general manager; VICTOR H. WISEMAN, treasurer, and NELSON NUTTALL, secretary. Feature angles on baseball, football, boxing, wrestling, hunting, fishing, etc., will be used, the rate of payment being announced as "strictly on a merit basis." Editorial offices are in Vincennes, Ind.

EVERETT ALLDREDGE (De Pauw '33) has been granted the 1933 Albert J. Beveridge Award in American History, a fellowship of \$650 for graduate work. He has announced he will study at Harvard.

BEACH CONGER, JR. (Michigan '33) has embarked on a 10 months' trip around the world as assistant to Harry A. Franck, well-known travel writer. The latter has been engaged by World Letters, Inc., to write weekly letters from 38 countries to children, teachers and schools in the United States.

NEAL E. DYER (Temple '31) and Miss Sarah Marguerite White recently announced their marriage in Philadelphia, August 22. They are making their home in the Quaker City.

## After I Covered the Waterfront

(Continued from page 3)

For me to say otherwise, even for the sake of that phrase "once a newspaperman always a newspaperman," would make me an awful liar. At least to date it would, and this is the eighth month.

But maybe by next month I'll be walking up some newspaper steps to ask a managing editor "how about a —?" Or maybe by next week even. Not having gone through the experience before, I can not tell.

Meanwhile, my apologies for not being able to compose a straight out-and-out article on what you wanted. But these academic articles on writing always have made me feel—you know—a little like a person who would attend summer school instead of going swimming.

## Wear Your Official Badge

Symbolic of the ideals and principles of Sigma Delta Chi.

Send for your complimentary copy of the 1934 BALFOUR BLUE BOOK

L. G. Balfour Company  
Attleboro Massachusetts

## «» AS WE VIEW IT «»

**B**RIEFS prepared by editorial workers' organizations for submission to Washington in connection with the hearings on the proposed code submitted by the American Newspaper Publishers' Association struck at two paramount evils in the newspaper field—the curse of overtime and the insecurity of positions.

"Overtime has become to be the curse of the newspaperman, whose enthusiasm has led to his exploitation," declared the statement of the Cleveland Editorial Employees' Association.

"During the depression, particularly," it continued, "publishers have trimmed their staffs and have compelled employees to work long hours. No newspaperman objects to working long hours in a real emergency. But to guarantee that the emergency shall be real and not an executive whim, the code should require publishers to compensate their employees for overtime either by paying them time and one-third or by giving them an equivalent of time off."

The statement then adds it is entirely possible to allow a reporter time off by giving him a day off when his cumulative overtime reaches eight hours, and points out that many newspapermen now unemployed would be absorbed by the industry if the overtime provision were written into the code.

**A**NY reporter can cite examples of long hours. Not only examples of important breaking stories which necessitate long hours on the job, but also examples of working all day on assignments or a beat and then being forced to give up his evenings to cover something else.

One newspaper man remarked with a straight face during a discussion of the A. N. P. A. code that newspapermen should get together and fight for a maximum work week of 72 hours—12 hours a day for six days a week. And that, he declared, would be a break for a lot of scribes.

Other proposed amendments to the code presented by the Cleveland organizations were:

That the 40-hour week principle be applied to editorial as well as to other classes of newspaper employees.

That the 40-hour week be of five days.

That the 40-hour week be guaranteed by payment of wages for overtime either in the form of time off or money.

That Sections 7 and 8 of the President's Reemployment Agreement be included in the code to prevent salary reductions, notwithstanding reduction in hours of work.

That the code must not authenticate the open shop.

**A**TTACKING the proposed code submitted by the A. N. P. A., the Cleveland group's brief declared that newspaper editorial employees are not professional men and women, remarking: "The proposal to exempt newspapermen earning \$35 a week or more on the pretext that they are 'professional' assumes that professionalism is a matter of weekly wage. It is probably the first time that anyone has suggested that a man making \$34.75 a week was not a professional and that a man who had attained to a \$35 salary was.

"The business of newspaper editorial work has long been romanticized," the statement continues, "and even newspapermen themselves have lived in an atmosphere of quixotism. They ride on Rosinantes while their advertising brethren glide behind eight cylinders.

"Their idealism has been their weakness to be exploited by the publishers through the pay envelope. Now the publishers would by their exemption from the 40-hour week by bestowing a new honor on them—the honor of permitting them to call themselves 'professional men.'

"In any event, the attempt to write a distinction between professionals and nonprofessionals into this code is obviously but an ingenious device to qualify the terms of the act, to circumscribe its application, and to abort its ultimate end—putting men back to work."

**T**HE Cleveland brief did not take up the problem of insecurity of positions in newspaper offices. That point was stressed by the Guild of New York Newspaper Men and Women.

The guild proposes that an employee with three years' service could not be dismissed on less than one month's notice; four years' service, not less than two months' notice; five years', three months' notice; six years', four months' notice; seven years', five months' notice, and eight years and more, six months' notice.

What a blessing such a provision, if enforced, would have been in the recent period of mergers and depression discharges.

The guild also proposed a 40-hour week for all newspaper writers except "authentic executives and writers of fine syndicate material," and recommended a minimum wage scale of not less than \$35 a week for a New York newspaperman with one year's experience and not less than \$40 a week for a man of two years' experience.

If these organizations are successful in having only an overtime limitation written into the code they will have done themselves and their fellow workers a great service.

## AS THEY VIEW IT

### MY HIGHEST COMPLIMENT

**T**HE highest compliment ever paid me was during a political campaign in which I was opposing strenuously the nomination of a candidate who was the particular pet of the county organization. A number of organization men were talking about some of my editorials, and giving me and the paper a good panning. After some bitter and nasty things had been said about me, one of the men who had been most scathing in his remarks said: 'But the damn fool is honest and believes what he writes.'

"I have tried always to get people to feel that way. Many times I have told persons: 'There is only one thing I can claim for editorials in the *News-Herald*. I write them, and what is said I believed when I wrote it. I have been wrong too many times, but all anyone can do is to express his con-

victions.'"—Granville Barrere, editor-publisher, the Hillsboro (O.) *News-Herald* in the *American Press*.

### GREAT JOURNALISTS ARE LACKING

**T**HIS country has relatively few great journalists—men who are powerful leaders in public opinion. Perhaps one reason is that American journalism is based squarely upon the reporter, rather than upon the editorial writer or the special-pleading writer. The American reporter is trained not so much in original thinking, as in reflecting of the thinking of others. He is the distributor rather than the manufacturer."—W. M. Kiplinger, editor, the Kiplinger Washington Letters.



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# Magazine Editor Wanted Immediately

The Personnel Bureau has an opening for a man with a thorough knowledge of mechanics, combined with good newspaper or other editorial experience.

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## Some Regular Features

Lineage tables once a month, showing amount of advertising carried by newspapers of principal cities.

Advertising and Publishing Convention Reports—national, state, territorial and local.

Editorials that stand out—clear-cut, virile, sane interpretations of current trends in Advertising and Publishing.

EDITOR & PUBLISHER Lineage Index, showing trends in chief classifications of advertising.

Advertising Federation of America, A.N.P.A. and other Convention Numbers.

Semi-Annual Lineage Tables in March and September.

Interviews with key advertising and newspaper men.

An Advertising Success story or two in every issue.

Mechanical Equipment Data Number, in October.

"Folks Worth Knowing."

"Our Own World of Letters"—chatty reviews of new books by advertising or newspaper men, or about their work.

Mr. Pew's "Shop Talk at Thirty" page, with its delicious reminiscent hitherto unpublished glimpses behind the advertising and publishing scenes.

Syndicate Directory, in August.

## BASIC DATA

THE INTERNATIONAL YEAR BOOK, issued in January, reports circulations and rates, executive personnel, services, and representation of more than 2,000 daily newspapers in the United States and Canada. This volume also contains a compilation of daily newspapers of the world.

THE MARKET GUIDE, issued in November, contains basic marketing and merchandising information on nearly 1,400 cities in the United States and Canada having daily newspapers—population breakdown, income tax returns, principal industries, retail outlets, etc.

## EXTRA SERVICE AT NO EXTRA COST

Every EDITOR & PUBLISHER subscriber has the privilege of asking any question, at any time, on any subject connected with newspapers or advertising. Our reference files go back for years, and we are well organized to give quick, cheerful and intelligent information service. And, too, advertising men and Newspaper Executives are cordially invited to make EDITOR & PUBLISHER'S office, in the heart of New York, their business headquarters when visiting the Metropolis.

# Editor & Publisher Service

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its dominant position

Not infrequently some friend in the advertising agency field expresses wonder at the recognition he finds accorded to this paper. All such comments are accepted with becoming modesty, we hope, but the explanation is no secret.

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In its weekly issues you will find news gathered by this paper's own staff, as well as that sent by correspondents in principal news centers throughout the country—whole pages of matter received by telegraph, authoritative statements from the most outstanding publishers and advertisers, a wide range of departments and special features described more completely in the adjoining column.

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This, in brief, helps explain why

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